

Those who cannot remember the past are condemned to relive it.—*Santayana*

For Army
Journalists

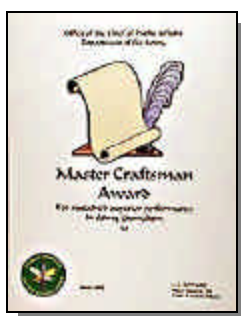
March 2002
No. 47

POST-30-

Command Information Division, Office of the Chief of Public Affairs, Department of the Army

Master Craftsman Award

New award for Army journalists for their sustained superior performance.
See page 12



A PASSAGE FROM PAGES OF ARMY NEWSPAPERS

"As the government goes into overdrive, most of the country's private citizens want to do all they can to assist in the overall effort. Above a chorus of questions like 'how could this happen,' 'what comes next' or 'when will it be safe again,' comes the most important thing everyone is asking — 'What can I do?'"

Bob Rosenburgh from "What Can I Do?"
GOLDEN LEADER, published Dec. 7

A look at Army Newsletters

Maintaining reader interest is one of the toughest problems editors of small-unit newsletters face. The job requires extra vision, some tact, a little politics and plenty of 'stick-to-it-ive-ness.'

Assembling in one publication "something for everyone" is no simple task; it's tough for any size publication.

In units such as recruiting battalions, engineer districts, hospitals, MI groups and other similar organizations, everyone, it seems, knows what's going on, sometimes before things happen. There's always that deep down feeling that "hot" news is almost always impossible to cover. The point then comes down to the old argument: *there's nothing worth writing to hold readers' attention if you're a monthly.*

What is "hot" news? Some editors—going back decades—have considered "hot" news as a story published before readers have any knowledge of its taking place. Yet, others consider "hot" news as a follow up, that is—an article providing additional information about an event. This is one of the better definitions of "hot" news, as it relates to most post and unit newspapers.

The attacks on the World Trade Center in New York City and the Pentagon in Virginia prompted several newsletters to cover the event not as a "stop-the-presses" news story, but one that required more details. YANKEE ENGINEER, Corps of Engineers, New England, and NEW YORK DISTRICT TIMES, Corps of Engineers, New York, to mention only a few, did a commendable job in getting the added details to their readers.

Small units regularly undergo change: personnel arrivals and departures, new projects, goals, new uniform wear, new leave policies and host of other actions that affect the organization.



An October Special Edition on the WTC attack in September 2001. The issue provided facts and information of the event. Bill Peoples is editor.

(go to page 3)

FINAL DRAFT

By Sgt. Maj. Gary G. Beylickjian (Ret)

KOREAN CHRONICLES

ROLEY POLEY—AND BATTLE FIELD HEROES JUST LIKE HIM

A short, stocky fellow, he was always eager to grab your hand and shake it, pat you on the back and say a few uplifting words. We really thought highly of this soldier with a jovial attitude. And to show our admiration, we gave him the nickname: Roley Poley. I not sure if other units called him that, but we thought it was fitting. It was never meant to be demeaning.

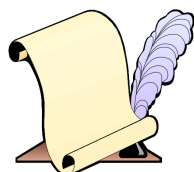
We'd see him on or near the frontlines once a week, more often under certain conditions. But, terrain, weather and battle conditions often put a hold on his visits on line. Korea is a mountainous country, and many hills we occupied were high and really rugged. And as for the weather especially in winter, miserable doesn't really say it all. Korean winters aren't cold, they're frigid and unbearable especially when you have to spend 99 percent of your stay on line exposed. An inspector visiting the frontlines of Korea was heard to say as he departed: "nice place to visit—for about 10 seconds—after that, get off and get away as quickly as possible."

Roley Poley and others from his office always wanted to visit troops on the front and stay a while. They wanted to meet the troops along northern side, the side that is eyeball-to-eyeball with the enemy. Because trench lines were usually near the crest of hills, the front was divided into two: the "reverse slope" and the "forward slope." The reverse slope, the southern side of a hill, had the friendly forces to its back. A rifle company CP (Command Post), 60mm mortars, aid stations and other close-in support troops were in emplacements located along the reverse slope. It was the safe side: soldiers were protected from artillery and direct-fire weapons as well as small arms; unfortunately, not from mortar fire whose shells shot up in an arc and came almost straight down. There was little protection from them.

The forward slope faced the enemy, and the area between "them and us" was called "no man's land," often only several hundred yards wide, sometimes a little more and sometimes a little less. Because every move you'd make on the forward slope was observed by enemy spotters, soldiers along those trench lines lived a restricted and stressful existence. During the day, soldiers usually had to crouch everywhere they moved through the trenches, many only four or five-feet deep. If enemy spotters saw movement, they fired. So when Roley Poley or members of his office wanted to visit soldiers "living forward," (the danger zone), we usually tried to talk them out of it, but always failed.

If Roley Poley or members of his office couldn't make it on line for a get together, and there were many times, we couldn't, we'd get a rain check and try to meet another time and in another place. The 20 or 30-minute gathering we would have was well worth it even if we had to walk from the hill's crest to its bottom and back up. We'd always felt better after listening to Roley Poley or his representative.

He and members of his office carried no weapons, took no active part in the physical aspects of battles, yet each played a vital role once fighting began—and always after it ended. (see page 16)



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Newsletters...from page 1

Small-unit newsletters should delve into policy levels of command, for example, and bring their readers clarifications on changes. Articles by and interviews with senior unit officers can often provide background to help readers understand and accept changes—no matter their immediate effect.

BALANCE

Content balance is important for all Army newspapers, particularly for newsletters. Because of their size—8.5 x 11—news and information must be compressed into pages, that often number about 12. (Several go beyond that number.)

Nonetheless space (*the news hole*) places limitations on what stories are printed and how much of a story can appear in print. And, staff cuts pose yet another restriction. How can stories be covered, written and edited when staffs are down to one or two members? A fight to retain readership and provide all the news is ongoing; it always has been even with larger staffs..

Some newsletters rely heavily on contributions from stringers. This is an excellent technique of maintaining a high level of interest from various branches of a unit. But one of the editor's jobs is to control content of his newsletter so that it provides the maximum reader interest to the most significant number of readers. More aggressive stringers tend to flood the newsroom with more copy than others, and may get the "lion's" share of space. Balance is important.

PERSONALIZING

Personalizing stories was the theme of the previous Post-30-. Editors should keep in mind that people enjoy reading about themselves. A newsletter that carries—among other balanced articles—stories with plenty of names is almost always assured of a captive readership.

Many personal items may not always rate top coverage as individual news items, but when combined with other related stories, they may do just fine.

Names not only make news, they maintain readership.

Thus, with names, news and information of personal and professional importance, a little humor thrown into the mix coupled with bold and innovative page designs, small-unit newsletters can be well on the way of building and maintaining maximum readership.

APPEARANCE

Like tabloids and broadsheets, newsletters are defined by their format and formula—that is, how they look, what they say, how they say it and to whom.

Formula deals with content of articles, the tone and level of writing and a publication's overall editorial philosophy. These are influenced by the attitudes and interests of the readership and the goals and missions of the unit the publication serves.

All post and unit publications follow a general formula, some stricter than others. A few stray from what may be called a publication's "editorial demeanor or strictures." They may discuss issues that are general and not specific or they may focus on personal needs more than professional needs, or a mix of both.



The SHIELD, published by Criminal Investigation Command, Fort Belvoir, often runs from 16 to 32 pages. Kenneth A. Miller, editor, relies on stringers to complement articles written by a staff of one.



The CASTLE, Corps of Engineers, Savannah, had an award-winning four-section feature, "The Many Faces Of Love," an excellent example of "personalizing" stories. Verdelle Lambert is editor.



The 70th RSC produces this eye-arresting, colorful newsletter, the THREE STAR FINAL. Its luring cover is matched by the many colorful inside pages. Staff Sgt. Sheila Tunney is editor.

A newsletter produced by a hospital focuses its content on hospital matters and hospital personnel; the same is said about a newsletter serving military intelligence units or research and development facilities. In short, newsletters serve a readership with specialized needs and interests, yet should not ignore Army-wide news and information that may directly affect members of the unit.

Format focuses on how a publication looks, its size, shape, page layouts and other typographics.

We should not forget that looks say a lot about a publication: how it's perceived and how it is read. Design also plays an important role on readability.


The role of layout is to attract readers and to encourage them to read a publication's editorial wares—all if possible. Once drawn, readers should find content laid out before them making the reading process easy, simple and interesting.


Again, like a circus hawker, a newsletter's design should call out to readers, incite their curiosity and lure them into the publication. With experience, editors and graphic artists will understand that design elements well placed on a page can guide readers during their journey through the publication.


We'll discuss only a few of the obvious weak points in newsletter layouts.

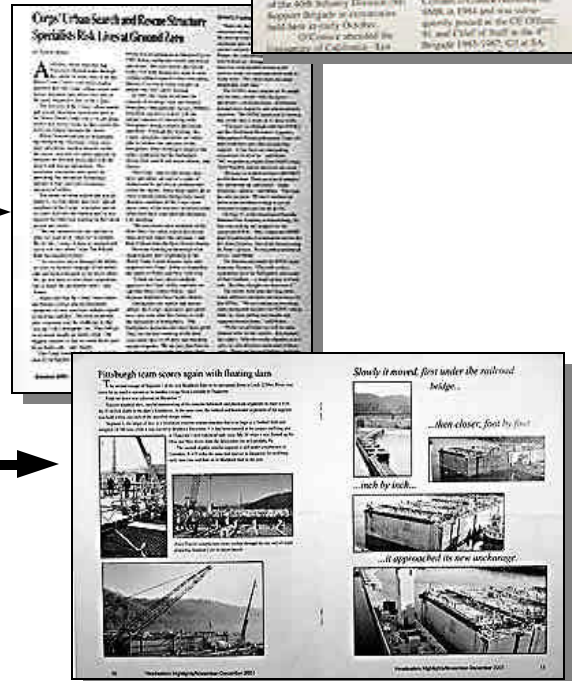


WATER'S EDGE, above, attracts its readers through bold and innovative covers and holds their attention with informative and interesting articles. Michael H. Logue is editor.

 Avoid separating the headline from its text as in the exhibit at right. Keep elements in their proper relationships with other elements. The headline should go above the copy.

 Avoid pages that contain nothing but columns of gray type. Gray can be broken by using illustrations, sandwiches, screens, subheads and dropheads.

 Avoid allowing white space to be "trapped" in the center of a one- or two-page spread. The rule is to push "air," white space toward the outside margins. Too much white at the center of the page weakens the layout.



There's a tendency to suffocate a page with type, headlines and illustrations. Pages gasp for air, but none can be found. Conversely, when white space is used, it should accumulate toward outside margins—that is, toward the four sides of the page.

Many single-page designs tend to shoehorn text and illustrations into pages. The page can't breathe, the layout is dull and drab, hardly inviting even for most die-hard readers. The page needs an injection of "white stuff." Although most newsletters have layouts with impact, many do not. For those who want to improve the looks of their pages, a few tips may help and several illustrations should help:

✍ set headlines flush right on the left-hand pages and flush left on right-hand pages. Thus, white around headlines or display type is forced outside toward the margins.

✍ keep body type and headlines in blocks and not scattered through the layout. This results in an unbalanced layout, and that can reduce readability and even interest.

✍✍ set cutlines as close as possible to the illustrations they describe. Do not block or gang cutlines into a single group.

✍✍ should body type be set justified? Many newsletters prefer ragged right, others set their type full flush (justified). It matters not which technique is applied so long as the type is readable. Using both offers variety.

✍✍ avoid symmetrical layouts and focus on asymmetrical displays—that is, prefer the informal (asymmetrical) over the formal (symmetrical). No need to align illustrations along their sides, bottoms and tops.

✍✍ ensure photo spreads contain a dominant element, preferably a photo that is well composed and sets the tone of the presentation. An effective layout is one that contains photos set as verticals, horizontals and squares. Don't overdo squares. The dominant photo should be much larger than others in the spread. A dominant photo serves as the anchor of the display

Remember: the eye is attracted to the largest element and one with the greatest contrast and an unusual shape.

✍✍ ensure photos have varied composition: long or establishing shots, a medium shots, and close ups. Angles should vary. A spread with nothing but eye-level photos can create monotonous displays.

A well composed and printed photo is an attention getter.



This is overstuffing the page. Eight isn't enough; it's too much. There's simply too much for the eyes to sweep. One dominant photo and four of five supportive illustrations would have done nicely.



The left page started off on the right foot, but the right page becomes a mishmash. Copy block jumped onto the page, cutlines blocked or ganged and photos appear thrown onto the page, several overlapping. A plan should have been drawn before construction of the page had begun. Here's where a dummy or grid sheet helps.

Samples of Page layouts

For this discussion, I'll avoid covering the elements of design—that is, proportion, balance, unity, sequence, etc.

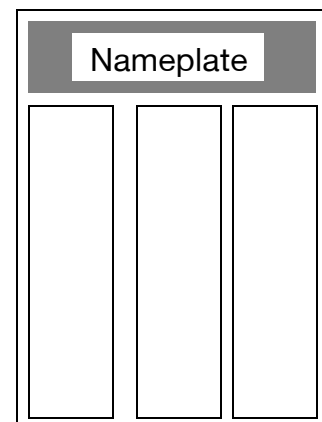
The focus here is on examples of layouts—some effective and some not—taken from Army newsletters. In another Post-30, I'll include drawings of suggested layouts. The point is to offer ideas.

Before a publication—no matter its size—is readied for production, it must first be planned and a

blueprint, scheme of produced. For most publications, the blueprint is referred to as a "dummy sheet." For small-format publications dummy sheets are commonly called "grids." Dummies and grids have the same function, that of a guide.

Similar to dummies (and blueprints, for that matter), grids can be flexible; they are open to last-minute editorial and graphical changes.

Grids define column widths



and their positions on the page as well as the locations of illustrations. And like dummy sheets and blue-prints, a schematic (grid) is a *must* before “construction” can begin.

There are two basic page structures: those with no illustration and those with one or more illustrations. The first is dominated by display type (headlines) and body type (text type). These structures include page-one and all inside pages.

Structures involving illustrations can be made to accommodate up to five illustrations comfortably.

More on newsletters in an upcoming Post-30-



DESERT GUARDIAN, produced by ARCENT, Saudi Arabia, places the right elements in their proper places coupled with a dominant (focal anchor) photo resulting in an effective display. Sgt.Maj. Larry Stevens is the managing editor and Pfc. Natalie W. Scholtman is editor. The example is dated Dec. 26.



Top from left—The DISTRICT OBSERVER opted for thematic cover and a photo inset. An inset used incorrectly can sometimes be distracting and its use weighed. PHOENIX RISING uses the same look on its page one in most issues. The page is airy and invites a second look. The WILMINGTON DISTRICT NEWS uses a boxed rule on its cover. The rule serves no purpose other than an identifier. The same rule is set along the outer margins on inside pages. Below from left—The MEDICAL MINUTE and its commentary page. The “person-on-the-street”—type column is an effective tool to garner reader involvement in the publication. TOWER TIMES allows the top of most pages to be filled with white space. Using “edge effects” adds to the page’s appeal. One page of IRONMAN carries a large photo atop the page, yet allows the page to breathe.





MASTHEAD MATTER

AR 360-1 spells out the information required in mastheads of Army newspapers. But throwing in additional information can be helpful, especially if someone would like to contact your office either by phone or e-mail.

Consider including e-mail addresses. And, include a complete address (some pubs still forget it) and the office phone number. One added note: AR 360-81 ETSd more than a year ago. Its replacement is AR 360-1.

TEN COMMANDMENTS FOR NEWS WRITERS

Mark Hellinger, a noted writer and legend of New York's famed Broadway from yesteryear, encouraged writers to adopt his Ten Commandments for News Writers. Hellinger's biographer, Jim Bishop, put these in his book. Note that several items mentioned (a typewriter in one), are a sign of times long gone and soon to be forgotten, yet somehow valid to-

- | | | | |
|---|---|---|--|
| ? | Never write about something you do not understand. | ? | When the first sheet of blank paper is rolled into the typewriter, pause to think of every aspect of the story before writing the first word. (Editor's note: Replace typewriter with computers) |
| ? | Use only short words. | ? | The more spectacular the facts, the more you should underplay and under say them. |
| ? | All sentences should be terse, unless you have a special reason for a long one. | ? | The way to write about a sob story is to be callous. |
| ? | Never begin a sentence with a dangling participle. | ? | No one is all black or all white—all men are in shades of gray and should be painted that way. |
| ? | A writer is the eyes, ears and nose of his reader. The reader is his own brain. | | |
| ? | Before writing, always read a few hundred words of your favorite author. | | |

SNAIL MAIL, SLOW MAIL OR NO MAIL

Some newspapers crossing my desk have publication dates going back to November. The once speedy movement of mail from the Pentagon's massive mailroom to our office has slowed—sometimes up to six weeks—because of intense screening. Several editors have asked why they are receiving newspaper critiques dating back several months. You can understand the reason, and of course, we are appreciative of the scrutiny.

The thinking here is that the process will become more efficient once new screening processes and techniques are in place.

The slow movement of newspapers also affects reviews for Journalist Award nominees. Our office sent out a J-Award to Bridgett Siter, staffer on Fort Benning's BAYONET, for a feature on gangs published in October. Several others received recognition for works produced in December.

A suggestion—I'll be happy to receive a copy of your publication at my home address until mail moves faster at the Pentagon. I'm receiving quite a few now. You must, however, continue to send two copies to OCPA as required by AR 360-1.

If you want to send one copy to my home, e-mail me and I'll provide the address. The e-mail address is: GBeylick@msn.com

FEEDBACK FROM THE FIELD

Some people really get uptight over the idea of running real-world issues in Army newspapers. They are against anything and everything that carries the slightest hint or tint of controversy. They're uneasy when controversy is in the distance, and upset when it comes near.

The perception is that the mere suggestion of STD, alcoholism, identity fraud, theft, abuse, substance abuse and so on is a reflection of poor leadership. But, facing these issues head on and resolving problems on post before they fester is an example of great leadership.

During Vietnam, an editor was refused approval to run a story on STDs and their prevention. The concern was that the command would get a "bad rap" if such issues were out in the open. Soldiers who were ignored and left uninformed were the ones to get the "bad rap."

One soldier in Vietnam reported to his medical clinic saying he had chlamydia. When asked how he knew, he pulled up his shirt and showed the medic his chest. The uninformed soldier thought chlamydia was a skin rash—dry rot, he called it. Chlamydia is a serious STD.

Soldiers and their families often fall victims to scams; they are ripped off by sly scam artists, yet little or nothing appears in some unit newspapers to warn and educate military families. Many papers ignore the epidemic that has become identity theft. Who's best interests are being considered?

Some newspaper staffers say the command wants to see only the good news in their "house organs." That's what some unit newspapers have become. During the late 1960s, the very mindset of publishing positive news and ignoring the negative gave birth to 90 Army underground newspapers, whose readers far exceeded the so-called "above ground papers," the ones that printed only the "good stuff." I referred to the "undergrounds" then as the "press by default."

There is a place in all Army newspapers to be open and frank about issues that can have a negative impact on a soldier's performance—thus the mission. By tackling soldier-related issues, explaining ways and means of resolving personal and professional problems, soldiers, therefore, the Army are better off.

Post and unit newspapers have become the chief source of information for the majority of the Army's community. Readers turn to Army newspapers for relevant news and information. Although these newspapers cannot directly resolve problems, they certainly can help by providing information that most commercial newspapers cannot and will not discuss.

What do others in Army Public Affairs think about real-world issues appearing in Army newspapers?? I posed this question to a few: *"Is there a place in Army newspapers for coverage of real-world issues?"* Here's what they said—

Army newspapers should cover real-world issues because the Army should be a real-world organization. We try to feature them in the GUIDON when possible, but don't do it often enough. The military tends to be self-absorbed at the best of times, keeping its focus on training to accomplish the mission. This can lead to an insularity, a sense of separation from the rest of the American public. (Reversing that trend was the aim of an Army public relations campaign in the days before Sept. 11.)

With all the adulation being lavished on the armed forces today, the problem may have faded into the background. But, that feeling of being apart from the rest of the U.S. population is still a large component of the Army mentality. By showing that the same issues, the same questions, the same problems plague and perplex people on both sides of the front gate, Army newspapers may help forge a connection between the military and the civilian community from which they come.

Rick Brunk, editor, Fort Leonard Wood GUIDON

With all of the coverage out there for the movie, "Blackhawk Down," I haven't heard much about the firestorm of controversy that erupted over the infamous photograph of the body of a U.S. soldier being dragged through the streets of Mogadishu. The debate over whether that photo should have been used solidified my approach to "real-world" news stories: There is no right to ignorance. If your leaders are using your tax dollars to send soldiers into combat, it is imperative that you really see the results, good or bad.

Using that standard, Army newspapers have a responsibility to lay down the information on "real-world" topics. Many military communities drift toward isolation, with their soldiers and families assuming they are safe from problems such as drug use in schools, family violence, immigration controversy and welfare abuse because they live on post. As new fences embrace our installations and gates swing shut, more and more people will believe that these problems are "off-post" issues.

Granted, there's a lot of coverage of those issues in the media – but not much from the military perspective Army newspapers can offer. Say there is drug use in the neighboring community's high school your children attend. Nothing really new about that, is there? But do your readers know what happens to a soldier

when a family member is convicted of using or selling drugs? And has that drug use spilled over onto post? Do you, as a community member, have the right to ignore such problems? Of course not – and our newspapers don't, either.

Real-world issues don't have to be full-page splashes of color and angst to grab our readers. One of the best-read columns in our paper is the police log. With great cooperation from the Department of Defense Police, we started the column about six years ago. No names are used, but every incident – from DUIs to deer hits to dogs left to swelter with no water or shade to more serious crimes are included, along with the affiliation of the person involved. The column very quickly debunked the popular theory that all those deeds were committed by unsavory people from off-post. It also adds to the commander's credibility bank when he talks about post safety and personal responsibility.

Response to the column has helped us meet our responsibility to cover "real-world" issues, too. It's a concrete example to the commander of the positive value of negative news.

Carolee Nisbet, editor, Fort Dix POST

I definitely think Army newspapers should discuss contemporary issues. We are indeed "news" papers, and there are many issues out there that affect our military communities today. There will always be those stories we can't get around covering (I'm sure we could all think of a few examples here), but we're supposed to be on the pulse of the community not putting them to sleep. While there's no place for tabloid-style, sleazy reporting in our newspapers, our communities need to know what's going on whether it's good or bad. If our audiences hear what's going on with our posts from civilian media and not from us, we could lose our credibility.

On the other hand, if information is circulating around post through gossip, we can bring to light the correct information about an issue.

Staff Sgt. Michelle Rowan, editor MEDICAL MINUTE (Tripler Army Medical Center, Hawaii)

I would welcome the opportunity to discuss real-world issues in our publication, but there is almost never space available. Many mission-related stories never run because The CASTLE is bi-monthly and limited to 12 pages per issue. Those restrictions notwithstanding, I think inclusion of real-world issues, dealt with forthrightly, would add value to the publication, recognizing that our readers are not one-dimensional but have a life outside the organization. Years ago we used to run a column where employees commented on current issues, but it was somewhat superficial. I had to go way back to July 1988 to find an issue of The Castle where we dealt in depth with a real-world issue -- smoking.

Verdelle Lambert, editor, CASTLE, Corps of Engineers, Savannah, Ga.

Perhaps the best way to answer this question is by asking another one: How can today's Army newspapers NOT discuss real-world (contemporary) issues?

We must focus on our readers to best determine what kinds of information they need. To fight and win wars, our troops need strong support from the American people, especially from spouses and family members. To provide that kind of support, everyone needs to have a good understanding of real-world issues. How can our readers get that understanding if Army papers do not cover them?

Few people will argue with themselves, but whenever more than one person gets together to discuss any issue, some controversy will always exist; it cannot be avoided. But not to cover a real-world issue because of the controversy it creates is to live in a void. People need to be open to new information, whether they agree with it or not. If readers are never exposed to information they disagree with, they may soon become brain dead. That's why I'm pleased to see that we are bravely attacking some of those contemporary issues, more now than we did before.

Some people say that coverage of real-world issues is the responsibility of the surrounding community or civilian newspapers. Army newspapers, some people argue, must be primarily concerned with unit training stories and local command messages. Although this argument has merit, we must keep in mind that our free paper may be the only newspaper many of our young soldiers and their family members read. Therefore, in my opinion, Army newspapers should cover even more contemporary issues than we do.

Having said that, however, it takes a strong public affairs support staff to make it all happen. Newspaper editors are not miracle workers. It doesn't happen like magic. Somebody has to do the work. It is my understanding that when public affairs have minimal staff (who are already overworked), there is a greater tendency to avoid covering topics that may cause too much controversy (and more work). So I believe the best way to solve this problem is to ensure public affairs organizations and newspaper editors always get the strong support they need to do the job right.

Barbara L. Sellers, staff writer., Fort Lewis NORTHWEST GUARDIAN

For Army publications to remain relevant and credible, we have to cover current issues. This is especially true when we have a story that has both local and national attention. Stories that come to mind would be overseas voting during Election 2000, what seems to be a rise of soldiers using Ecstasy, and the September 11 terrorist bombing. All of these events impact on our audience, but quite differently than someone who doesn't have a tie to the Army whatsoever.

Commercial publications, the WASHINGTON POST for one, seem to blur the line between "news" and "news analysis." An Army journalist really can't do this so, in my opinion, our newspapers wind up being the most fact-based and credible source for our audience. It's essential we tell "our version" of a story, no matter how painful.

A drill sergeant fraternization scandal has to be covered by the post newspaper. Otherwise, it looks like the installation is using the tactic of "maybe we can ignore this and it will go away." Sometimes we seem late with our story, again losing points in credibility. We have the information, so why do we have to read about ourselves in a local newspaper before deciding we better offer our fact-based story to our audience?

It is easier to lose credibility than it is to gain credibility. If you damage the credibility of your publication, you also damage the credibility of everyone associated with the newspaper, down to the commander of the installation and the command climate itself.

Master Sgt. Lawrence Lane, NCOIC, 1st Inf. Div., Public Affairs, Germany

NEED FOR CROSS TRAINING

Arrmy editors, it seems, face a continuing problem: a staff short of people or short of people with experience. Some staffs are not made up of 100 percent, all-round newspaper people.

A top-notch reporter, for example, may know the art of writing, but not the art of layout or design. Another may be an outstanding proofreader, but may have difficulty writing headlines or cutlines.

These problems have been around since the time the first Army newspaper made its official debut.

And, there never seems to be enough members to satisfy the assignments. There are details, illnesses, leaves and now, for many PA specialists, Force Protection duties. The cycle ever stops, and the people left in the office may not have sufficient training in other areas of publication production.

One solution to overcoming those persistent headaches is cross training.



Good proofreaders, for example, are hard to find. Perhaps one reason is that a good proofreader is also a good writer and would prefer spending his time writing stories rather than performing a more tedious task of proofreading.

Proofreading is a vital task in any newspaper office, and the entire staff should try its skill at it. Staff members should also try their hand at copy editing and headline writing.

The best writers are not always the best editors. Some shops have relied on top-level sports editors to write headlines and cutlines—not just for the sports pages, but for other sections of the paper. Editors of Leisure or Community pages have shared their wealth and knowledge by helping with copy editing chores.

Slack or training periods in a newspaper's operation can be used for cross training and for informal classes in the fundamentals and fine points of editing, headline writing, and layout.

So when that leave or unexpected absence arrives, the operation will not be slowed by missed deadlines because of lack of experience or training.

MISCELLANY

Beau Whittington has taken over the helm of Fort Myer's PENTAGRAM. Beau was with Walter Reed's STRIPE before the move. **Sgt. Stacy Wamble**, formerly the PENTAGRAM editor moved to associate editor. Stacy was filling a civilian slot as an enlisted person.

Staff Sgt. Mark Swart has been tapped to edit Fort Campbell's broadsheet, COURIER. Mark has plenty of experience under his beret. He started his Army journalism career with Fort Drum's BLIZZARD and moved to Fort Gordon's SIGNAL as news editor.

Barbara Sellers, formerly editor of Fort Lewis' NORTHWEST GUARDIAN, has moved to staff writer. **Sgt. Reeba Critser** is doing the editing chores.



KORUS, USFK's sprightly monthly magazine has been off the presses since October. Cuts in ad lineage has meant less money for the publisher. The PA shop has plans to go electronic. Sorry to see an excellent publication go into cyberspace..

SINE PARI, the excellent magazine of the Special Operations Command, Fort Bragg, was put on hold for a while until an editor was available. **Sgt. Jon Creese** who was editing the mag went off to Korea. **Sgt. 1st Class Brian Sutton** is the new editor.

Diane McFarland has come back with the staff of Fort Monroe's CASEMATE after several months sabbatical. McFarland is an asset to any newspaper staff.

Spc. Neil Jones' creative mind has given a big boost to Fort McPherson's SENTINEL. The weekly tabloid has begun offering its readers dazzling double trucks, a trademark of Jones who is adept in visual in communication.

Many post and unit newspapers in the "tabloid generation" have begun to develop eye-capturing and innovation two-page spreads. Among them: MONITOR (Fort Bliss, **Cpl. Aaron Thacker**, editor); HERALD UNION (104th ASG, Germany, **Karl Weisel**, editor); SOUNDOFF! (Fort Meade, **Flornce Peace**, editor); TRAVELER (Fort Lee, **Sgt. Erica Gladhill**, editor); ALASKA POST (Fort Richardson, **Sgt.**

Cecile Cromartie, editor); WHEEL (Fort Eustis, **Sgt. Paula Jones**, editor); TIEFORT TELEGRAPH (Fort Irwin, **Sgt. Tom Bradbury**, editor); MOUNTAINEER Fort Carson, **Sgt. Alicia Frost**, editor); and ON GUARD (NGB, Alexandria, **Sgt. 1st Class Eric Wedeking** editor).

Sgt. Gregory Withrow is back as editor of IRONSIDE. Withrow entered the Green to Gold Program, unfortunately, he injured an leg and had to withdraw from the program. Army journalism is happy to get this creative person back.

(If you have items others in the field may find interesting, send them to me via email. My address is in the masthead.)

WORDS, PHRASES AND THEIR PARTICULARS

"The test was comparatively simple." Comparatively should not be used to imply something is "easy" or "rather simple." It should be used to make a comparison with something else.

"The explosion decimated everyone in the village." The word decimate technically means to "destroy one out of every ten persons." One rewrite: *"The explosion killed everyone in the village."*

"It is 33 years ago since he served in Vietnam." A few pointers here. "Ago" should take the past tense of the verb—"It was 33 years. ..." And, "ago" is not generally used with "since," which signifies a point of time in the past to the present, therefore unnecessary. A suggested rewrite: *"He served in Vietnam 33 years ago."*

"The main points of this lesson is as follow." The phrase is always "as follows," plural.

Egoist and egotist: An egoist is a selfish person; he is one who has a self-interests. An egotist is a self-centered person, one who most often speaks in the first person singular and shows no interest in others, only in himself.

Oral and verbal: Oral means by spoken word, and verbal means either by spoken or written word. A verbal contract is one that is agreed upon in writing or in speech.

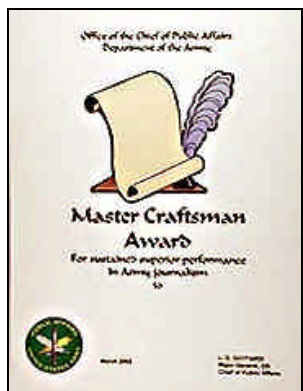
Implement: This overused and abused word appears often in Army newspapers, especially in headlines. Several replacements are shorter and more direct. Consider these: *begin, adopt, start.*

Use—"despite" instead of "in spite of"
 "affect" instead of "have an impact on"
 "the reason is that" instead of "the reason is because"
 "until" instead of "unless and until"
 "although" instead of "in spite of the fact that"

"neither of them is" instead of "neither of them are"
 "although" instead of "despite the fact that"
 "largely" instead of "to a large extent"
 "most" instead of "vast majority"
 "besides" instead of "in addition to"

MASTER CRAFTSMAN AWARD

*in recognition of
sustained superior performance
in Army journalism*



The **Master Craftsman Award** is now part of the OCPA's awards program to recognize individual Army print journalists for their sustained superior performance in our field. Maj. Gen. L. D. Gottardi, chief of Public Affairs, approved the certificate in mid February.

Also in the works, a lapel pin (about the size of a quarter) to accompany the certificate. We are considering several designs, including the Army Public Affairs crest (upper right) in gold tone with the words "Master Craftsman" in place of "United States Army."



The **Master Craftsman Award** will recognize a journalist's long-standing dedication, devotion, enterprise, expertise and zeal, qualities, at times behind the scenes, that contribute to a top-notch newspapers, one that informs, educates and entertains. Military and civilian journalists will be eligible.

The **Journalist Award** will continue to recognize individual works and those who produce them. The **Master Craftsman Award** and **Journalist Award** will be given throughout the year. General Gottardi will sign the certificates and the accompanying cover letter will be signed by Col. Stephen T. Campbell, Chief of Command Information.

JOURNALIST AWARD WINNERS



Names of those no longer involved in newspapering are not included in this list. Ranks also will no longer be used in Post-30-'s J-Award listing.

INDIVIDUAL AWARDS

Two Awards

Tim Hipps; Sandy Riebeling; Bridgett Siter

One Award

Larry Barnes; Tonya Riley; Nel Lampe; Dave Snyder; Stacy Harris; Jean Offutt; Wayne V. Hall; Mitch Frazier; Adriene Foss; Michael Meines; Rick Brunk; Lucille Anne Newman; Christine Johnstone; Melissa Davis; Casondra Brewster; Monica Garreau; Teresa Heist; Harry Noyes; Mindy Anderson; Kim Rieschling; William Wilczewski; Roger T. Conroy; Ed Passino; Jill Mueller; Julia Ayers; David Ruderman; Irene Brown; Karl Weisel; Tom Larscheid; Michael Mowrer; Regina Gatewood; Linda Lyly; Rosalyn Peterkin

PUBLICATION AWARD

Three Awards

Army Flier; Courier

Two Awards

Inside the Turret; Casemate; Herald Union; Frontline; Guardian; Fort Riley Post; Ironside; Monitor; Castle

One Award

Guidon; Belvoir Eagle; Fort Dix Post; Desert Voice; Herald-Post; Pointer View; Torii; Talon; Lamp; Seoul Word; On Guard; Duty First; Training Times; Prairie Soldier; Citizen; Redstone Rocket; Fort Carson Mountaineer; Castle Comments; Mercury; Alaska Post; Sine Pari; Bulletin; Bayonet; Benelux Meteor; Tobyhanna Reporter; Riverside; Indianhead; Banner; Tiefert Telegraph; Outlook; Paraglide; Phoenix Rising; Pentagongram; Sigbal; Kwajalein Hourglass; Buckeye Guard; Countermeasure; Bear Facts; Tower Times; Leader; Medical Minute; Globe; Fort Hood Sentinel; Triad; Warrior Leader; Mountaineer (Madigan Army Med. Cent.); Engineer Update; Recruiter Journal; Yankee Engineer; New York District Times



Two of many excellent magazines published by National Guard units: The WOLVERINE, Michigan Army and Air National Guard, is edited by Maj. Scott A. Stokes and managing editor is Capt. Dawn D. Dancer, and the NORTHSTAR GUARD, Minnesota National Guard, is edited by Maj. Gary Olson and Senior Airman Anna Lewicki.



Center—Fort Hood's SENTINEL Family section reminds readers of the importance of early detection in the fight against breast cancer. The article was written by Amy Stover and appeared Oct. 11. "Cash Flow" was the theme of the Jan. 31 issue of Fort Meade's SOUNDOFF!. Author, Jennifer Siciliano Shayne suggests: "train your money not to go down the drain."

At left—A powerful image was captured on film by Senior Airman Anna Lewicki, co-editor of the NORTHSTAR GUARD magazine (Minn., NG). In the photo, a veteran awaits a ceremony to honor fallen comrades. Behind is a wall inscribed with names of those who gave their lives. This photo appeared on the inside cover of the December issue of NORTHSTAR GUARD.



Upper left—The Feb. 8 issue of Fort Myer's PENTAGRAM discusses a growing problem in the military community—use of the drug, Ecstasy. This is a problem in need of open and frank discussions in post newspapers. Writer is Sharon Walker. Above—One of a few post newspapers to delve into the subject, Anthrax. Writer is Sgt. Denny Cox and the publication, Fort Meade's SOUNDOFF! Education is a necessary process to solve many real-world issues. Left—ON GUARD, the tabloid published by the National Guard Bureau, is one of many Army newspapers that apply bold and innovative layouts. The clean and simple designs easily get the message across to readers. Sgt. 1st Class Eric Wedeking is editor.





Excellence in Verbal and Visual Communications

PENTAGRAM (Fort Myer) for "Ecstasy Or Agony," by **Sharon Walker**, published Feb. 8.

HERALD UNION (104th ASSG, Germany) for "Running For A Better World," by **David Ruderman**, also for the layout, published Nov. 27.

SENTINEL (Fort McPherson) for "Her Story: Former POW Gives Personal Account Of Imprisonment During WWII," by **Laurie Scott Reyes** and **Mildred Manning Dalton**. Also for "What If God Were A Commoner Like Us?" by **Chaplain (Lt. Col.) Thomas E. Preston**. Both published Dec. 7.

ENGINEER UPDATE (Hq, COE) for an outstanding December issue. **Bernard Tate** is editor.

COURIER (Fort Campbell) for "Family Preparedness Matters," by **Laurie Slaughter**, published Jan. 17.

MONMOUTH MESSAGE (Fort Monmouth) for "Badges? We Need Those 'Stinkin' Badges'," by **Debbie Sheehan**, published Jan. 4.

POST (Fort Riley) for its "2001 Year In Review," published Jan. 4. **James Pritchett** is editor.

CANNONEER (Fort Sill) for "Basic Trainees Take On 'Dreaded' Treadwell Tower," story and photos by **Fred W. Baker III**, published Dec. 13.

BLIZZARD (Fort Drum) for "Consumers Beware: Stolen Identities Worth More Than Gold To Thieves," by **Spc. Rachael Tolliver**, published Dec. 6.

AT EASE (Wisconsin NG) for "The Way We Were—Axis Threat Looms Over War Games," by **Tom Doherty**, published in November.

SOUTHERN STAR WEEKLY (Korea) for "Airborne Solder Jumps To Train, Maintain Readiness," by **Spc. Richard Gooding**, published Dec. 7.

LEADER (Fort Jackson) for "Who Is Not Fit? Military vs Civilian Youth," by **Linda Lyly**, published Jan. 17.

SENTINEL (Fort McPherson) for the layout, photos and story "An American Heritage," by **Spc. Neil C. Jones**, published Nov. 16.

PENTAGRAM (Fort Myer) for the commentary "Women's Equalizer Or National Defense—Where Does One Begin And The Other End?" by **Sgt. Stacy Wamble**, published Feb. 8.

FLASH (78th Div, (TS) for "The Rest Of The Story—WWII Vet Comes Home To Rest In Peace," by **Capt. Laura Kenney**, published in the Spring/Summer issue.

CORPS'PONDENT (COE, Portland, OR) for "Facing Tragedy With Determination, Compassion," by **Gay Monteverde**, published in December.

TRAVELLER (Fort Lee) for the layout, photos and story in "Soldiers Share A Piece Of History," by **Spc. Jamie Carson**, published Nov. 1.

ARMY FLIER (Fort Rucker) for "Cancer In Combat Boots," by **Spc. Johanna Kidd**, published Dec. 6.

BAYONET (Fort Benning) for part one "The People's Parable: You're A Grand Old Flag, But Where Did You Come From?" by **Laura Martinson**, published Dec. 7.

POST (Fort Dix) for "Kicking Some Butts Before They Kick You: Ideas To Help Stop Smoking During The Great American Smoke Out," by **Kryn P. Westhoven**, published Nov. 9.

MONITOR (Fort Bliss) for the continuing column "Drill Sergeant Says," by **Staff Sgt. Kristopher Cook**.

COURIER (Fort Campbell) for its coverage of President Bush's visit to Fort Campbell in "Bush Vows To Continue War On Terrorism," by **Sgt. Ty Safford**, photos by **Spc. Jason Austin, Laura Slaughter, Cpl. Jason Prescott** and **Marshall Woods**, published Nov. 29.

MOUNTAINEER (Fort Carson) for part one "Nine Months And Counting...Pregnancy In The Military: A Different Lifestyle For A Different Condition," by **Spc. Stacy Harris**, published December 14.

COUNTERMEASURE (Fort Rucker) for its excellent, graphically-filled January issue. **Paula Allman** is editor.

BLIZZARD (Fort Drum) for "Loose Lips Sink...Network Security Manager Urges Caution When Sending And Receiving Internet Messages," by **Spc. Rachael Tolliver**, published Jan. 17.

GOLDEN LEADER (4th ROTC, Fort Lewis) for the commentary "What Can I Do?" by **Bob Rosenburgh**, published Dec. 7.

DESERT VOICE (Kuwait) for its marked editorial and graphic improvements, edited by **Sgt. Lyza Beaudreault**.

TALON (Bosnia) for the photo titled "Red Sky At Night—Soldier's Delight..." by **Capt. Matthew J. Handley**, published Jan. 11.

FRONTLINE (Fort Stewart) for the 2-page spread "Providing Peace Abroad," by **Spc. Steven A. Solano**, published Jan. 10.

MONMOUTH MESSAGE (Fort Monmouth) for the commentary "Old Soldiers' Refuse To Just 'Fade Away'," by **Renita Foster**, published October 19.

SCOUT (Fort Huachuca) for its marked editorial and graphical improvements. **Angela Moncur** is editor.

We never called him Roley Poley to his face and never said it out loud when he was close by. Although many of us felt he was aware of the nickname.

When we spoke to him face-to-face, however, we called him by his honorific title, Father; Roley Poley was our unit chaplain.

He and others of his calling were to us—and still are—the true-life battlefield heroes. One of my squad leaders once said, “We’re the heroes in Uncle Sam’s army. He’s a hero in God’s, yet we wear the same uniform. We can’t lose!”

One day, I saw a “hero” in God’s army in action after we had been involved in an intense battle. It’s an image of a chaplain that is deeply etched in my memory.

We had been attacked especially hard one day in the spring of 1952. As is the case after a battle, officers and NCOs quickly inspect troops and areas for injuries and damage. I had returned from my check and called my Heavy Weapons Company CP (Command Post) with the report: one injury; three machinegun bunkers damaged; weapons okay; considerable ammunition expended; we needed to replenish 60 boxes (250 rounds in a box). The same report had to be given to the CO of the rifle company to which our machineguns were attached during the fighting.

My report completed, I headed back to my two squads. I saw a sight and heard words that very moment that have been with me since. The sight—a chaplain kneeling by the side of a fallen soldier, administering the last rites. In all my time in Korea, no other happening evoked as much emotion as the scene of the chaplain making the sign of the cross over the dead soldier’s body, looking skyward with both arms stretched and gently touching the dead soldier’s forehead all the while uttering a prayer. I was frozen in place and about to be overcome by emotion. I had seen sights similar in documentaries of World War II, and it was difficult to see on film. But this was in my presence; I was there; I saw it. After the chaplain said his final words and the soldier’s face was covered, I heard a soldier standing a few feet away say, as he was choking up, that the fallen soldier was his friend and neighbor from back home. They had shipped to Korea together. But what the soldier said after his friend’s body was covered compelled all human emotions to rule. The soldier looked at his lieutenant as asked: “Permission to cry, sir!”

Soldiers perform many acts of courage, some above and beyond the call. I think chaplains do also. We forget that chaplains play an invaluable role on battlefield. They are there providing much more than guidance and support. They ensure that we—battlefield soldiers—maintain our spiritual chain of command. Yet, when wars are finished many of us pay little or no homage to those who serve spiritual needs in difficult times. Battlefield chaplains are like charismatic commanders, their very presence on the front inspires and motivates.

I was asked once if I prayed in battle, I answered unequivocally—yes. I and others—young and old—have sought strength and encouragement through prayer. And, I have seen hardened combat soldiers recite words from their holy books. Shortly after I arrived in Korea in 1951, one of our battalion was preparing to attack a hill north of Chorwon, and my platoon’s mission was to provide close-in supporting fire. My attention was riveted on a young soldier standing in a hole up to his chest reading a small pocket Bible. He was whispering to himself.

That scene conjured up a passage I had read years before, recounting the first several days of World War II. The story cited the words said by William Thomas Cummings during a field sermon in Bataan, 1942:

“There are no atheists in foxholes.” True then and true in Korea.

Reminders

Despite announcements of changes, several shops have failed to apply them.

1. Information Strategy Division is no more. We are back to using our previous title: Command Information Division.
2. Our room number changed several months ago to Room 2B720. Unfortunately, plans are for another move. Location will be announced.
3. AR 360-81 has been obsolete for more than a year. The new reg is AR 360-1.

Phone numbers: Gary Sheftick (ARNEWS Director)—703-695-3952

Master Sgt. Jon Connor (Chief of Army Newspapers)—703-697-2163

Sgt. Maj. Gary G. Beylickjian -Ret. (Army newspapers)—703-692-6822

Newspaper Workshop

Newspaper workshop, hosted by the Military District of Washington, is scheduled for June 16-20— at the Springfield Hilton in northern Virginia.

E-mail Tom Mani, MDW CI chief, for registration and other details at : manit@fmmc.army.mil